



**CYNTHIA A. HARDING, M.P.H.**  
Interim Director

**JEFFREY D. GUNZENHAUSER, M.D., M.P.H.**  
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April 29, 2015

TO: Each Supervisor

FROM: David Dijkstra   
Administrative Deputy

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO  
EXECUTE MASTER AGREEMENT WORK ORDER NUMBER PH-002699-  
W1 WITH HARDER+COMPANY COMMUNITY RESEARCH, INC. FOR  
THE PROVISION OF EVALUATION SERVICES**

This is to notify you that I am exercising the delegated authority approved by your Board on May 6, 2014, to execute Master Agreement Work Orders (MAWO) for services performed under Evaluation Services Master Agreements in an amount not to exceed \$399,999 annually, subject to review and approval by County Counsel, and notification to your Board.

Under this authority, I will execute MAWO Number PH-002699-W1 with Harder+Company Community Research, Inc. in the amount of \$86,910 (\$14,990 effective upon date of execution through June 30, 2015, and \$71,920 for the term of July 1, 2015 through June 30, 2016); 100 percent offset by the Los Angeles County (County) Children and Families First – Proposition 10 Commission (First 5 LA) funds.

This MAWO will provide evaluation services that include designing, planning, and implementing both quantitative and qualitative evaluations among twenty (20) Choose Health LA Kids (CHLAKids) community agencies that will be implementing the CHLAKids Parent Education Curriculum throughout the County. The CHLAKids Parent Education Curriculum takes a novel approach to nutrition education by combining evidence-based parenting skill training with nutrition and physical activity education aimed at parents of children ages 0-5. Harder+Company Community Research, Inc. is charged with developing a comprehensive evaluation plan to assess process and outcome indicators, as well as conducting a systematic literature review to assess impact compared to widely-used, evidence-based nutrition education curricula.

The CHLAKids project focuses on communities with the largest population of children ages 0-5, the highest prevalence of childhood obesity, and the highest percentage of persons living below the Federal Poverty Level. CHLAKids is an intensive community-based public education and skills-building initiative used to promote physical activity and healthy eating in communities within the County with the overall goal of reducing the prevalence of obesity among children ages 0-5.

County Counsel has reviewed and approved the MAWO as to use and this delegated authority action.

If you have any questions or require additional information, please let me know.

CAH:srp  
#03212

c: Interim Chief Executive Officer  
County Counsel  
Acting Executive Officer, Board of Supervisors